

AMENDMENTS TO THE CLAIMS:

The following listing of claims replaces all prior versions of the claims.

1. (Currently Amended) A marketing support system for allowing a supplier, which manufactures and sells to plural sales agencies a mechanical component to support the at least one sales agency selling said mechanical component to a purchaser, comprising:

a communication device of the supplier connected to an open network and comprising:

technical information service means for providing technical information required to the purchaser for enabling the purchaser to select said mechanical component, wherein the mechanical component has at least one of a rolling element and a sliding bearing; and

sales agency introduction means for introducing at least one of the plural sales agencies selling said mechanical component to the purchaser, and

a communication device of each of the plural sales agencies connected to the open network and comprising:

order processing means for taking an order from the purchaser to purchase the mechanical component and for electronically processing the purchase order, and

selection and purchasing means for the purchaser to access the communication device of the supplier over the open network and to select and purchase the mechanical component from one of the plural sales agencies.

2. (Previously Presented) The marketing support system for a mechanical component according to claim 1, wherein the selection and purchasing means comprise means for allowing the purchaser to select a responsible sales agency from the plural sales agencies to process the purchase order.

3. (Previously Presented) The marketing support system for a mechanical component according to claim 1, wherein the selection and purchasing means comprise means for allowing the supplier to select a responsible sales agency from the plural sales agencies to process the purchase order.

4. (Previously Presented) The marketing support system for a mechanical component according to claim 3, wherein the communication device of the supplier comprises means for receiving an inquiry for the mechanical component from the purchaser, wherein contents of the inquiry are distributed over the open network and thereafter consigned to an appropriate sales agency to be the responsible sales agency from the plural sales agencies determined in accordance with a region and a product number, and the selection and purchasing means allow the appropriate sales agency to process the purchase order.

5. (Previously Presented) The marketing support system for a mechanical component according to claim 1, wherein said technical information service means comprises question reply means for receiving a technical question from the purchaser and allowing a responsible engineer of the supplier to send a reply to the question back to the purchaser.

6. (Previously Presented) The marketing support system for a mechanical component according to claim 1, wherein said sales agency introduction

means comprises a display of a sales agency information list that provides information of each of the plural sales agencies including name, the mechanical component, an address of each sales agency, and contact information.

7. (Original) The marketing support system for a mechanical component according to claim 1, wherein the mechanical component is delivered after payment has been made.

8. (Previously Presented) The marketing support system for a mechanical component according to claim 1, further comprising means for issuing an ID for the purchaser when credit can be provided for the purchaser in accordance with background checks on the purchaser and means for accepting the order from the purchaser in accordance with the ID.

9. (Previously Presented) The marketing support system for a mechanical component according to claim 1, further comprising means for registering order to a customer database and an order potential database.